



# 20 CHATGPT PROMPTS FOR REAL ESTATE AGENTS SCRIPTS THAT CLOSE

This guide equips you with AI-powered prompts to generate scripts that actually move the needle from cold leads to converted clients. Use them inside your texts, DMs, email drips, social posts, or real-life convos.

How to Use This Guide:

- Copy + paste each prompt into ChatGPT (or your AI assistant of choice).
- Replace the [bracketed fields] with your specific market, niche, or buyer type.
- Use the output in text messages, emails, Reels, video scripts, or printouts.

## Buyer Objection Handling

### 1. "We're Waiting for Rates to Drop"

Prompt:

You are a local real estate expert in [Your City] with a pulse on 2026 market trends. Write a short, friendly text to a buyer who says they're waiting for rates to drop. Explain how timing the market can backfire and share a compelling reason to explore options now. End with a soft call to action.

### 2. "I Don't Want to Give Up My 3% Rate"

Prompt:

Act as a trusted agent who specializes in equity unlocks and move-up buyers. Create a message that reframes a 3% mortgage as trapped equity and explains how today's homeowners are repositioning into better homes without losing long-term financial advantage.

### **3. "Prices Will Come Down Soon"**

Prompt:

Create a confident but educational reply to a buyer who thinks home prices will crash. Use current inventory stats and buyer demand as reasons why values are holding—and how waiting could mean missing the right home.

### **4. "We're Not in a Rush"**

Prompt:

Write a short and respectful follow-up message to a lead who said they're not in a rush. Include one benefit of starting the search early and a soft offer to prep together now for a smoother move later.

### **5. "We're Just Looking" After a Showing**

Prompt:

Draft a text for a buyer who toured a home and replied "We're just looking." Your tone should be warm and curious—offer help, ask what stood out (or didn't), and re-engage the conversation without pushing.

## **Re-Engagement + Cold Lead Follow-Up**

### **6. 2-Month Cold Buyer Lead**

Prompt:

You're reactivating a lead who ghosted after a few showings. Write a short text referencing how the market has changed since they last looked and offer a quick check-in.

### **7. Email Follow-Up to "No Response" After Consult**

Prompt:

Write a warm and helpful follow-up email to a buyer who never responded after a consultation. Acknowledge life gets busy, recap 1-2 takeaways, and extend a no-pressure invitation to reconnect.

## 8. Re-Engagement Instagram DM

Prompt:

You are an agent replying to an IG follower who liked 3 listing posts but hasn't commented or messaged. Craft a natural DM that opens the door to conversation and asks about their home goals in 2026.

## 9. Buyer Timeline Discovery Text

Prompt:

Write a casual but intentional text message asking:

"Hey [First Name], have your plans to buy changed for 2026? Just wanted to make sure I have the right info moving forward."

## 10. Open Loop Message to Top 20

Prompt:

Write an "open loop" text to your 20 hottest leads:

"Hey [First Name], I've got something you'll want to see—what's the best email for you?"

It should spark intrigue and drive opt-ins to your list.

## Social DMs & Lead Conversion

### 11. "Just Browsing" DM Response

Prompt:

Create a low-pressure Instagram DM response to someone who comments "just browsing" on a new listing. Keep it friendly, ask one engaging question, and invite them to share what's on their wishlist.

## **2. New Follower Script for Instagram/Threads**

Prompt:

Draft a short, warm message you can send to new real estate-interested followers on Instagram or Threads. Introduce yourself and ask how they found you—build rapport before pitching anything.

## **13. Lead Form Filler Who Never Booked**

Prompt:

Create a message for someone who filled out a home search form but didn't schedule a call. Reference their criteria, offer a free resource or list, and invite a call with no pressure.

## **14. Buyer Who Ghosted After Lender Intro**

Prompt:

Write a follow-up message for a buyer who ghosted after you introduced them to a lender. Reframe it as a win-win opportunity and offer an incentive or soft next step.

## **15. "We're Already Working with an Agent" Soft Objection**

Prompt:

Write a respectful message that acknowledges their relationship with another agent but keeps the door open in case they need a second opinion, a specialized property, or an off-market opportunity.

## **Seller Conversion Prompts**

### **16. Potential Seller—Timing Objection**

Prompt:

Write a script for a homeowner who says "we're just waiting to see what the market does." Highlight the strength of their current equity position and why early prep equals bigger profit later.

## **17. FSBO Connection Offer**

Prompt:

Write a helpful, non-pitchy message to a FSBO you found on Zillow. Compliment their home, offer free resources or tips, and let them know you're available if they ever need backup.

## **18. Expired Listing Lead Script**

Prompt:

Write a text or email for a homeowner whose listing expired recently. Be empathetic, ask if they're still considering a move, and position yourself as the expert who gets homes sold in tough markets.

## **19. Seller Who Thinks They Missed the Market**

Prompt:

Create a message for a homeowner who believes they missed the peak and now doesn't think selling is worth it. Help them understand the new math of equity, lifestyle goals, and buyer demand.

## **20. CMA Request Response Script**

Prompt:

Write a friendly message to someone who requested a home valuation. Recap their goals, offer insights from your research, and invite them to hop on a call to explore options.